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23 July 1979

MEMORANDUM FOR: Deputy Director for Administration

FROM: Chief, Management and Assessment
Staff, MS, DDASUBJECT: DDA Authorization for OTR Production of The DDA Today

1. Several months ago the Instructional Technology Division of OTR (ITD/OTR) undertook production of a video tape--The DDA Today. This is one of a series of tapes being produced for use by OTR instructors.

2. In the course of planning for this production, representatives of ITD/OTR solicited our advice on the general themes and content. It was explained that this tape was intended to serve as general, introductory background that will lend perspective and balance to discussions by guest speakers or instructors on the Directorate and/or its several functions.

3. With the understanding that The DDA Today will not be a stand-alone production but will be used in conjunction with and supplementary to other presentations, it was agreed that OTR/ITD should--

a. Write the story to underscore the important role that DDA plays in the intelligence process. Rather than showing DDA as just another administrative organization providing routine services--finance, personnel, supply, etc., as ordinarily perceived--deliberate efforts would be made to create an atmosphere and story line that highlight the unique support requirements generated and demanded by an intelligence organization.

b. Develop the script to describe DDA through illustrative examples rather than attempting to produce a definitive, comprehensive statement of the functions and activities of the Directorate.

4. Although the idea, the script, and production design were initiated by and are under the direction of OTR (who has already started actual filming), that Office has requested, for the record, formal authorization by the Deputy Director for Administration as evidenced by completion of the "Media Production Request" form. It is believed that The DDA Today will achieve its intended purpose and that your authorization is warranted.



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SUBJECT: "THE DDA TODAY"

PRODUCTION CLASSIFICATION: SECRET

REQUESTING COMPONENT/INDIVIDUAL:

DESIRED COMPLETION:

INITIAL STORYBOARD DRAFTED BY:

CONTENT COORDINATOR: PHONE:

CONTENT APPROVAL DATE: 7/27/79

(signature)

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INTENDED AUDIENCE: Office of Training orientation courses, including Orientation for New Employees, Introduction to CIA, Administrative Directorate Review: Trends and Highlights, and the Midcareer Course.

GENERAL STORY LINE: Stress missions & professional functions vs. office structure & organization. Include functions that are visually interesting but seen by relatively few employees. Work for long-term relevancy, excluding time-sensitive events and processes.

STATEMENT OF OBJECTIVES: To present an overview of the missions and functions of the Directorate of Administration.

SHOOTING LOCATION:

MEDIA FORM: SLIDE SHOW (NARRATED: YES _____ NO _____)

VIDEO TAPE: XX OTHER: _____

ADDITIONAL COMMENTS:

AUTHORIZATION

Media Coordinator _____ Date _____ Unit Chief _____ Date _____